PTO/SB/22 (10-07)
Approved for use through 10/31/2007. OMB 0651-0031

Under the Paparwork Reduction Act of 1995, no persons are required to respond to a collection of information unless if displays a valid OMB control number.		
PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)	Docket Number (Optional)	
FY 2006	SONYJP 3.0-871	
(Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).)		
Application Number 10/052,962-Conf. #3337	Filed Ja	anuary 18, 2002
For ADVERTISEMENT SPACE AUCTION METHOD, APPARATUS AND STORAGE MEDIUM		
Art Unit 3691	Examiner	M. S. Tinkler
This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.		
The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):		
<u>Fee</u>	Small Entity Fee	1
X One month (37 CFR 1.17(a)(1)) \$120	\$60	\$ 120.00
Two months (37 CFR 1.17(a)(2)) \$460	\$230	\$
Three months (37 CFR 1.17(a)(3)) \$1050	\$525	\$
Four months (37 CFR 1.17(a)(4)) \$1640	\$820	\$
Five months (37 CFR 1.17(a)(5)) \$2230	\$1115	\$
Applicant claims small entity status. See 37 CFR 1.27.		
A check in the amount of the fee is enclosed.		
Payment by credit card. Form PTO-2038 is attached.		
X The Director has already been authorized to charge fees in this application to a Deposit Account.		
X The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to		
Deposit Account Number 12-1095 . I have enclosed a duplicate copy of this sheet.		
WARNING: Information on this form may become public. Credit card inf Provide credit card information and authorization on PTO-2038.	formation should not b	e included on this form.
I am the applicant/inventor.		
assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).		
x attorney or agent of record. Registration Number	47,946	
attorney or agent under 37 CFR 1.34.		
Registration number if acting under 37 CFR 1.34		
Dans M. Smort	Octob	er 31, 2007
Signature	Date	
Darren M. Simon	(908) 654-5000	
Typed or printed name	Teleph	one Number
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.		
X Total of forms are submitted.		

Express Mail Label No. EV313692728US Dated: October 31, 2007